

# **REQUEST FOR QUALIFICATIONS (RFQ)**

## **COMPREHENSIVE OUTDOOR RECREATION PLAN**



Village of DeForest, Wisconsin

January 9, 2024

**Village of DeForest, Wisconsin  
Request for Qualifications  
Comprehensive Outdoor Recreation Plan Services**

**PURPOSE**

The Village of DeForest is seeking proposals from consultants with expertise in comprehensive outdoor recreation planning to guide the process of updating the Village of DeForest existing Parks and Open Space plan. Through this process, the Village seeks to establish a clearly defined vision, goals and objectives for current and future parks and trails that can be easily operationalized into workplans.

**BACKGROUND**

The Village of DeForest is strategically located in South-Central Wisconsin, just minutes from the State's capital. DeForest provides ready access to six major highways, rail transportation and Dane County Regional Airport. The community boasts safe, welcoming neighborhoods, an exquisite park and trail system, and a place to grow the good life. The Village Board and staff strive to provide smart fiscal policies and cutting-edge initiatives, while offering high-quality, friendly services.

Presently, the Village has approximately 64 full-time employees, 160 part-time/seasonal employees across 7 departments and 3 utilities, including Administration, Community Development, Finance, Police, Public Works, Recreation & Community Enrichment, Sewer, Storm and Water.

Our park system boasts 57 acres of community parkland, 30 acres of neighborhood parkland and over 300 acres of conservancy. To that end, the village houses 16 developed parks, 1 dog park and approximately 21+ miles of trails. DeForest cares for over 4,000 publicly owned trees valued at nearly \$5.5 million dollars. We are proud to be a Tree City USA and a Bird City, USA member.

In 2023 DeForest offered roughly 250 recreational programs for over 3,500 participants serving the great DeForest area. Program participants range from 6 months to 65+ years old. The community also holds 12 free community special events throughout the year.

## **SCOPE OF SERVICES**

Consultants are asked to provide, at minimum, the following items:

### **A. Project Plan**

1. Key project milestones.
2. Anticipated timeline, including start date.
3. A breakdown of costs by item, including those requested in this document, as well as any additional services recommended.
4. Describe the communication mechanism for keeping the Village informed of progress, updates and changes.
5. Pre-planning & Information Gathering
  - a. The Village is seeking a comprehensive outdoor recreation planning process that is transparent, inclusive, and mindful of the organization's capacity and resources.
  - b. Participant Engagement
    - i. Utilize an engagement strategy which incorporates lead Village staff (Public Service Director, Public Services Operations Supervisor, Recreation & Community Enrichment Director & Parks Foreman) and the Public Service Committee.
    - ii. Provide a methodology for participant engagement during the pre- planning and information-gathering phase, which shall include at the minimum two public meetings. One to gather preliminary information and a second to provide the public an opportunity to review and comment on the action plan.
  - c. Review background documents provided by the Village; evaluate existing plans.
  - d. Describe how data gathered during this phase will be used to inform the design of the comprehensive outdoor recreation planning process.

### **B. Comprehensive Outdoor Recreation Plan Development**

The Village prefers the development of the comprehensive outdoor recreation planning to be predominately facilitated on- site in 2024 (March - October) and that the plan itself be fully completed by October 31, 2024. While the pre-planning and information-gathering phase should be inclusive, the Village would prefer this development phase to be comprised of key staff.

1. As part of the update the Village is anticipating one survey regarding the community goals and policies related to park and open space facilities. The consultant will be responsible for designing, drafting and administering the survey as well as synthesizing and summarizing the community feedback, and providing recommendations regarding park facilities. A copy of the survey and a summary of the results will be included as an appendix of the plan.
2. Identifying opportunities for intergovernmental coordination and where future coordination opportunities regarding land purchase and improvements between the Village of DeForest, Village of Windsor, Dane County and the Wisconsin Department of Natural Resources, as well as identifying potential funding resources and opportunities, including granting writing.
3. Reviewing the current community goals, Village strategic plan and policies and making recommendations to update the goals and policies accordingly based on community

input. Of specific interest, the Village is looking to gauge the community's need/desire for:

- a. A skate park and pump track. The Village would like to gauge the community's need/desire for a skate park and pump track. If a need/desire is identified, the consultant will be responsible for making recommendations regarding the scale of the facility as well as identifying potential site locations.
  - b. Revisiting the cash-in-lieu fee as part of the current land dedication ordinance. The consultant will be responsible for surveying and evaluating the surrounding communities' open space dedication cash-in-lieu fees relative to the Village's and making recommendations to update the Village's current fee structure, if applicable.
  - c. Engage in community outreach to understand community pulse on services/ space needs as identified in the Strategic Plan.
4. Providing a demographic analysis of the Village utilizing current data to create a park usership profile, including trends and projections; identifying community strengths and weaknesses, and identifying development opportunities as they relate to parks and open spaces.
  5. Updating the associated maps and graphics to reflect current conditions within the Village as well as future facilities.

### **C. Deliverables**

At a minimum, the final deliverables should include:

1. Baseline report to include environmental scan and other analyses.
2. Development of a new vision, mission, values, goals and objectives.
3. Development of a comprehensive outdoor recreation plan within the guidelines identified in the scope of work, that has a life of 5 years.
4. On-site facilitation of the comprehensive outdoor recreation planning development process.
5. Creative methodology for future park planning.

### **QUALIFICATIONS**

Consultants responding to this RFQ should have experience in providing comprehensive outdoor recreation planning services. The backgrounds and experience levels of each team member who will be assigned to this project should be provided.

### **ESTIMATED TIMELINE**

January 8	Request for Qualifications (RFQ) Available
January 9 - 19	Written Inquiries on RFQ Accepted
January 23	Written Responses to RFQ Inquiries Available
February 9	RFQ Submission Deadline
February 19	Public Service Committee Recommendation
March 5	Village Board Awards Contract
August 19	Provide Update to Public Service Committee
October 14	Project Completed
October 21	Completed Plan to Public Service Committee
November 7	Completed Plan to Village Board

The above dates are subject to change at the option of the Village of DeForest

## **SUBMITTAL PROCESS**

All proposals must be submitted as detailed in the manner described herein. Exceptions nor extensions to established deadlines will not be granted.

The Village will be accepting written questions from January 9-19 regarding this RFQ. Please submit questions via e-mail to Reese O'Malley, Recreation & Community Enrichment Director at: [omalleyr@vi.deforest.wi.us](mailto:omalleyr@vi.deforest.wi.us). Written responses will be posted at [www.vi.deforest.wi.us](http://www.vi.deforest.wi.us) and distributed to those submitting questions no later than January 23.

Final proposals should be delivered in electronic format in one (1) document either via e-mail ([omalleyr@vi.deforest.wi.us](mailto:omalleyr@vi.deforest.wi.us)) or via external drive through the mail service (120 S. Stevenson Street, DeForest WI 53532). All submissions must be received by 2:00 p.m. on February 10 and should be addressed to Reese O'Malley, Recreation & Community Enrichment Director.

Proposals received after the deadline will be considered late and may not be accepted. Proposals should address each item set forth in the attached RFP, and any exceptions must be clearly identified. Failure to fully address all items in the proposal may be grounds for rejection. The Village of DeForest reserves the right to reject all responses and to waive any informality, and proposals may be withdrawn or modified in writing prior to the submission deadline. Any request for withdrawal must be in writing by the contact person named on the outside of the envelope, and each consultant may submit only one proposal. The Village of DeForest is not committed to entering into an agreement or contract regarding the scope of services included in this request and reserves the right to reject any and/or all proposals and to discontinue contract negotiations at any time without bias. The Village of DeForest is not financially responsible for any costs incurred in the preparation of a proposal.

The Scope of Services may not include all services required to complete the project. The team shall be responsible for determining the extent of information needed to reach an appropriate project completion.

The Village of DeForest is an Equal Opportunity Employer.

## **SELECTION PROCESS**

A selection committee will analyze and evaluate all submitted proposals in response to this request. The committee will rank consultants using the evaluation criteria included in this document. Top-scoring consultants will be chosen for further evaluation, including interviews with the selection committee.

## **EVALUATION CRITERIA**

All Submissions will be evaluated for each criterion listed below, in no particular order:

1. Management approach to the project and philosophy toward Comprehensive Outdoor Recreation Planning.

2. Extent to which response addresses the needs as outlined in the scope of services.
3. Staffing and experience with related activities.
4. Ability to complete the project in a timely manner (prior to October 14, 2024).
5. Cost.
6. Creativity.
7. Method/process for communication with Village throughout the process.

### **SUBMITTAL CHECKLIST**

To be considered, interested parties must submit the following by 2:00 p.m. on February 10:

- ☐ Letter of interest
- ☐ Summary of qualifications, experience and availability: this should summarize qualifications, relevant experience, and availability to provide services to the Village of DeForest. It should also identify key staff members who will be participating.
- ☐ Example of a Comprehensive Outdoor Recreation Plan completed within the last 3 years of a municipality similar in size to the Village of DeForest.
- ☐ Proposed approach to the process: this should follow the relative order outlined in the scope of service.
- ☐ Proposed budget: include detailed costs, by task, and estimated hours.
- ☐ List of professional references: provide 3-5 professional references with current contact information, with at least two being local government or similarly complex organizations.